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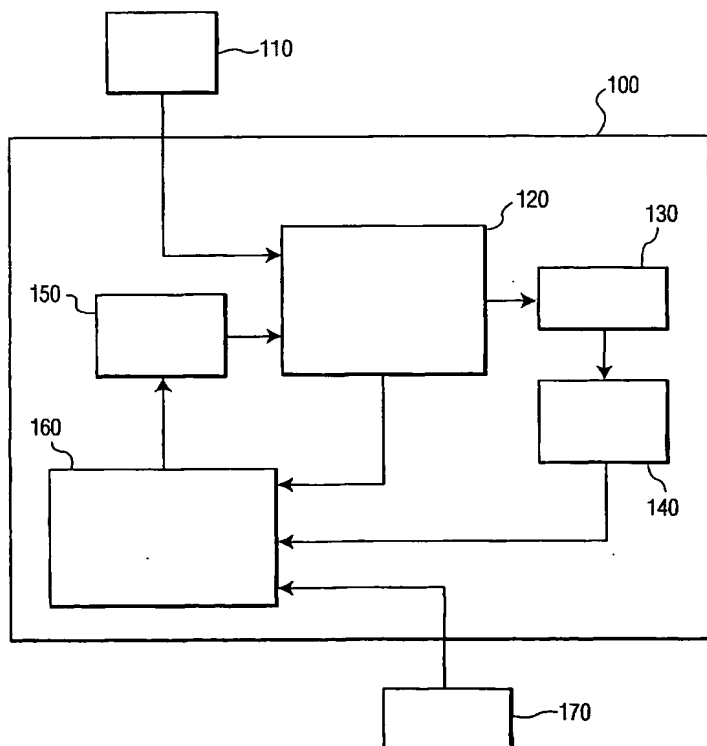
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(54) Title: SYSTEM AND METHOD FOR TRANSMITTING DATA IN A VIDEO SIGNAL BY MODULATING A VIDEO SIGNAL BRIGHTNESS LEVEL



(57) Abstract: A system and method is provided for transmitting data in a video signal by modulating a brightness level of the video signal. The invention comprises a video display unit that is capable of encoding data into a brightness level of a video signal and creating brightness modulated video images for display on a display screen. The invention also comprises a brightness modulated data receiver unit that is capable of receiving the brightness modulated video images from the display screen and decoding the data that is encoded in the brightness modulated video images. The modulation of the brightness level of the video signal is adjusted so that changes in the brightness level of the video signal are not perceptible to human vision.

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- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for all designations*

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